

UPB Marketing Requirements

All print media should have, “For special accommodations to fully participate in this event, or for alternative formats of this document, please contact the UPB at 309.438.8814. Please allow sufficient time to arrange the accommodations.” verbatim. This should be at a legible font size. The only exception for this rule is for ticketed events in Braden Auditorium, which should have “For special accommodations to fully participate in this event, please contact the Braden Box Office at 309.438.5444. For alternative formats of this document, please contact the UPB at 309.438.8814. Please allow sufficient time to arrange the accommodations.” verbatim.

All print media should have both “Printed on recycled paper” verbatim and the recycling logo.

If at all possible, all promotional material (print and otherwise) should contain the UPB logo and the UPB website. The only exception to this rule would be promotional handouts too small to contain a logo.

All promotional material should list the UPB as the sponsor or host, and not individual committees. Individual committees may use their logos and names on tee shirts and other items used by UPB members only. Committees may also use program or series logos.

Any program that uses Ticketmaster must include their logo.

Any program that markets Homecoming or any part of Homecoming must have reference to the Homecoming web address, www.homecoming.ilstu.edu. It must also be approved by the Alumni Relations Office.

Any promotional item that contains “Illinois State University,” “ISU,” “Redbirds,” “Birds,” etc. must be approved by University Marketing and Communication. It can be sent to Jerry Abner as a PDF at jwabner@ilstu.edu.

All promotion should be approved by at least two people: The Director of Marketing and Promotions and one other General Board member.